

characteristics, said segment associated with said plurality of tasks.

#### REMARKS

Claims remaining in the present patent application are numbered 1-30. The rejections and comments of the Examiner set forth in the Office Action dated September 23, 2005 have been carefully considered by the Applicants. Applicants respectfully request the Examiner to consider and allow the remaining claims.

#### 35 U.S.C. §102 Rejection

The present Office Action rejected Claims 1-30 under 35 U.S.C. 102(e) as being anticipated by Cannon (U.S. Patent No. 6,286,005). Applicants have reviewed the above cited references and respectfully submit that the present invention as recited in Claims 1-30, is neither anticipated nor rendered obvious by the Cannon reference.

#### Independent Claims 1, 11, and 20

Applicants respectfully point out that independent Claims 1, 11, and 20 each recite methods for task selection and a system for implementing the same. In particular, Applicants respectfully point out that independent Claim 1

and 20 each recite that the present invention includes, in part:

determining a specified distribution of a plurality of tasks;

\* \* \*

determining a plurality of hypothetical distributions of said plurality of tasks for each task hypothetically selected for execution from said plurality of tasks;

selecting a first task for execution from said plurality of tasks, which when selected provides a corresponding hypothetical distribution of said plurality of tasks that is closest to said specified distribution of said plurality of tasks for implementation of said specified distribution.

Further, Applicants respectfully point out that independent Claim 11 recites that an embodiment of the present invention includes, in part:

determining a specified distribution of a plurality of advertising promotions;

\* \* \*

determining a plurality of hypothetical distributions of said plurality of advertising promotions for each advertising promotion hypothetically selected for execution from said plurality of advertising promotions;

selecting a first advertising promotion for execution from said plurality of advertising promotions, which when performed provides a corresponding actual distribution of said plurality of advertising promotions that provides the least mathematical distance with respect to said specified distribution of said plurality of advertising promotions that is designed to achieve an objective; and

offering said first advertising promotion to said customer over said communication network for

implementation of said specified distribution of said plurality of advertising promotions.

Embodiments of the present invention pertain to methods of deterministic sampling with a specific distribution and a system for implementing the same. Specifically, in embodiments of the present invention a task, or advertising promotion, is selected that gives a distribution of a plurality of tasks, or advertising promotions, that is closest to a specified distribution of the plurality of tasks, or advertising promotions. That is, embodiments of the present invention are implemented to achieve the specific distribution of the plurality of tasks, or advertising promotions.

Applicants respectfully note that the cited reference, Cannon, does not teach nor suggest the present method of deterministic sampling. The Cannon reference teaches a method and apparatus for analyzing data and advertising optimization. In particular, the Cannon reference describes embodiments of an integrated method for developing a comprehensive advertising campaign. That is, the Cannon reference develops which advertisements are to be selected for optimizing the scheduling a position of advertisements and promotions in a media environment. In the example provided in the Cannon reference and cited in the present Office Action, a new spot is being considered for addition

to a current advertising plan or schedule. The present advertising plan includes three advertisements: spot A, spot B, and spot C. More specifically, the advertising plan is being expanded from three to four advertising spots. The new, fourth spot is selected from alternative spots D, E, F, and G. The Cannon reference teaches a scoring mechanism which rates how each new alternative spot included with the current advertising plan accomplishes an objective. The alternative spot D, E, F, or G, in combination with the current advertising plan provides the most efficient way to match the predetermined media objectives. As such, the Cannon reference provides a method for expanding and advertising plan from three advertising spots to four advertising spots. These four advertising spots are shown to television viewers as a group.

On the other hand, embodiments of the present invention provide for methods of task selection that are used to implement, and not develop, a plurality of tasks or advertising promotions. Embodiments of the present invention are used to implement execution of the plurality of tasks. That is, embodiments of the present invention are used to select a task for execution from a plurality of specified tasks in response to an event. Each of the plurality of specified tasks is to be executed in an advertising campaign, for example, which is in direct

contrast to the Cannon reference which upon selection of one of spots D through G, does not execute the non-selected spots. In the present embodiment, the plurality of specified tasks are predefined, and fully developed. More specifically, the embodiment of independent Claim 11 is used to implement execution of a plurality of advertising promotions. A task or advertising promotion is selected which provides a corresponding hypothetical distribution of the plurality of tasks that is closest to the specified distribution of the plurality of tasks, or advertising promotions.

Further, embodiments of the present invention are distinct from the Cannon reference which is used to develop an advertising plan, and not implement a plurality of tasks, or advertising promotions within an advertising campaign, as taught by the present invention. For example, the Cannon reference is used to select one of a group of alternative advertising spots (e.g., D, E, F, or G) for inclusion within a current advertising plan (e.g., spots A, B and C). That is, the Cannon reference does not teach a specified distribution of a plurality of tasks, or advertising promotions as disclosed in the present invention, since the Cannon reference is used to develop the specified distribution (e.g., A, B, C, D; or A, B, C, E; or A, B, C, F; or A, B, C, G).

Further, the Cannon reference teaches that one of the advertising spots D, E, F, or G is selected to be combined with A, B, and C that most efficiently implements a predefined media objective to maximize a score  $S-c(a)$ . (See Cannon, col. 41, lines 58-60). However, this is distinct from the embodiments of the present invention that selects one of a predefined plurality of tasks, or advertising promotions, wherein all of the predefined plurality of tasks, or advertising promotions are to be executed to effectuate an objective, such as an advertising campaign. Selection of a particular task or advertising promotion is made to provide a hypothetical distribution of the plurality of tasks that is closest to the specified distribution, as recited in independent Claims 1, 11, and 20.

Thus, Applicants respectfully submit that the present invention as disclosed in independent Claims 1, 11, and 20 are not anticipated by the Cannon reference, and is in a condition for allowance. In addition, Applicants respectfully submit that Claims 2-10 which depend from independent Claim 1 are also in a condition for allowance as being dependent on an allowable base claim. Also, Applicants respectfully submit that Claims 12-19 which depend from independent Claim 11 are also in a condition for allowance as being dependent on an allowable base claim. Further, Applicants respectfully submit that Claims

21-30 which depend from independent Claim 20 are also in a condition for allowance as being dependent on an allowable base claim.

CONCLUSION

In light of the amendments and arguments presented herein, Applicants respectfully request reconsideration of the rejected Claims for allowance thereof.


Based on the arguments presented above, Applicants respectfully assert that Claims 1-30 overcome the rejections of record. Therefore, Applicants respectfully solicit allowance of these Claims.

The Examiner is invited to contact Applicants' undersigned representative if the Examiner believes such action would expedite resolution of the present Application.

Respectfully submitted,

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